

# CCI 2007 FALL SCHEDULE

## **Grantwriting 101: An Introduction to Resources, Tools and Programs**

Grants are one avenue for individual artists to explore potential funding for their arts projects. This class was created for individual artists who are interested in seeking support from foundation and government funding sources.

Class topics will include how to create complete proposal packages, how to find information on relevant grants and residencies, and how individual artists can fund and implement projects by affiliating with non-profit fiscal agents.

**Linda Vallejo**, a highly regarded and accomplished artist and grant writer, will teach this class. During the Brown Bag lunch, Linda will share some of her personal experiences and insights regarding the challenges that individual artists face in writing and receiving grants.

Linda has written and received over \$25 million in grants from foundation, corporate, government and individual donors for her many clients. She has owned her own grant writing consultation business and has presented grant writing seminars throughout the country for the past twenty years.

As an artists, Linda has received numerous fellowships, awards and commissions including the Brody Arts Fund Fellowship, Outstanding Young Woman of America, the UCLA Chicano Studies Research Center Artist Award, and the Comision Femenil de Los Angeles Latinas Making History Award. Her solo exhibitions include the Carnegie Art Museum, the Patricia Correia Gallery, the Social and Public Art Resource Center (SPARC), and the Natural History Museum, Los Angeles County. Her work is in the permanent collections of the Los Angeles County Museum of Art, the Carnegie Art Museum, and the UC Santa Barbara and Stanford Archive Collections.

**This class is limited to 20 people, so sign-up now!**

**Date:** Saturday, September 8, 2007

**Time:** 9:00 a.m. - 2:00 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$75 (Non Member) / \$60 (BOA/CCI Members) The fee includes a brown bag lunch, a complete workshop manual with guidelines, samples, resources and tool, a list, which will include links to local, regional, and national fellowships, grants and residency programs available to individual artists.

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## **NEW! NYFA Source: What is it all about?**

Where can you go to find grants, residencies, space awards, equipment access, professional development programs, legal, financial, and business resources available to independent artists in all disciplines across the U.S.A.?

NYFA Source is the nation's most extensive databank of awards, services and publications for artists of all disciplines.

CCI will host two NYFA Source Workshops for artists in all disciplines to provide you with the opportunity to learn how to best use this key tool!

## **NYFA Source: Basic Search Techniques**

The Introductory workshop will provide instructions in the use of the nation's most extensive online directory for artists of all disciplines featuring over 8,500 programs. The NYFA Source Artist Workshop will cover basic searches by discipline, an overview of the range of programs and resources included in the database, tips for getting the most out of your search, as well as additional

information on successful grant writing strategies. Participants will have the opportunity to perform test searches for programs relevant to their current work and career needs.

**Date:** Wednesday, September 26, 2007

**Time:** 6:00 p.m. - 8:00 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$10

#### **NYFA Source: Advanced Searches**

In addition to grants, NYFA Source offers information on residencies, space awards, equipment access and professional development programs.

This NYFA Source workshop will focus on advanced searches and include searches on residencies, space awards, equipment access and professional development programs for independent artists in all disciplines. Participants will have the opportunity to perform test searches for programs relevant to their current work and career needs.

**Date:** Thursday, September 27, 2007

**Time:** 6:00 p.m. - 8:00 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$10

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#### **NEW! Conversation...Set to Music**

The Center for Cultural Innovation (CCI) is pleased to announce its second Conversation with artists of distinction who have a lot to say about making art and the business of art. The Conversation will feature Grammy award-winning composer / musician **Billy Childs** and award-winning electroacoustic chamber music composer, **Alex Shapiro**. **Patrick Scott**, producer of the critically acclaimed series, "Jacaranda", will moderate their discussion.

**Alex Shapiro** has been the subject of the one-hour NPR program, *American MusicMakers*. Her lyrically expressive, dramatic compositions have been recorded by many artists and recognized with awards, grants, and presentations from The American Music Center, ASCAP, the American Composers Forum, the California Arts Council, the MacDowell Colony. Alex's skills as a public speaker have been put to use at music events including the Los Angeles Philharmonic's *First Night* series, the American Composers Forum of the Los Angeles *Composer to Composer* series at Disney Concert Hall and ASCAP's enormous *I Create Music EXPO* in Hollywood. Since 2000, Alex has interviewed over 80 composers as the popular moderator of ACF/LA's *Composer Salon* series.

**Billy Childs** has received many orchestral commissions, including for work commissioned and performed by Esa-Pekka Salonen and the Los Angeles Philharmonic, the Akron Symphony Orchestra, the Plymouth Music Series, conducted by Phillip Brunelle, and by Grant Gershon and the Los Angeles Master Chorale.

"The Fierce Urgency of Now", a musical setting of texts by Martin Luther King, was performed by Childs, Wynton Marsalis, and the Lincoln Center Jazz Orchestra as part of the inaugural concert series for the new Jazz at Lincoln Center facility. Childs' long jazz career has earned him eight Grammy nominations and two Grammy Awards, one in 2006 for best orchestral composition and one for best arrangement accompanying a vocalist. He has been commissioned twice by the Monterey Jazz Festival, once to write an extended piano concerto and also to arrange a set of original compositions for Bobby Hutcherson.

**Patrick Scott** studied art with prominent artists Robert Irwin, Ed Moses and Tony DeLap at the University of California at Irvine, where he received the Chancellor's Award, the President's Award for Painting, and graduated cum laude. He has been a studio craftsman, a scenic and costume designer for stage, film and television, video, theater and opera. Most recently he raised over \$16 million as a Development Director for LA's BEST and in 2003, together with partner Mark Alan Hilt, launched Jacaranda, a concert series critic Alan Rich describes as "the right music at the right place at the right time."

Space will be very limited (35 guests on a first come - first served basis) and the evening will include time to mingle and a glass of wine..

**Date:** Thursday, October 18, 2007

**Time:** 6:30 p.m. - 8:30 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$30 (Non Member) / \$25 (BOA/CCI Members)



**Business of Art™**

**Entrepreneurial Training for Artists**

Artists and creative entrepreneurs who take CCI's signature program, **Business of Art™** learn key business skills that provide them with the knowledge and resources to help advance their art, develop their ideas and increase their financial independence. **Business of Art™** classes are taught by a variety of business leaders with experience in both corporate and non-profit entities. In an all-day retreat setting, students will learn key concepts involved in strategic planning, public relations and publicity, money management, legal issues and project financing.

The **Business of Art™** training will provide a comprehensive yet practical, workbook covering such topics as: ***The Business of Art and the Art of Business, Self-Promotion Makes Money and Makes Sense, Managing Money and Financial Planning Basics, Law is Not a 4-letter Word and I've Written My Business Plan - Now, Where's the Money?***

In addition to classroom training, all **Business of Art™** students will take part in a focused "cluster counseling" session with leading arts and business professionals.

The next **Business of Art™** course will be held in March 2007. **Enrollment is limited to 25 students - Register Today, it will sell out!**

**Dates:** Saturday October 20, 2007; 9:00 am - 5:00 pm (All day retreat, including lunch)  
Saturday, October 27, 2007; 9:00 am - 5:00 pm (All day retreat, including lunch)  
Wednesday, November 7, 2007; 6:00 pm - 9:00 pm (Evening session)  
Wednesday, November 14, 2007, 6:00 pm - 9:00 pm (Evening session)

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$210 (Non Member) / \$185 (BOA/CCI Members) The fee includes one copy per person of the **Business of Art™** Workbook - ***The Business of Art: An Artist's Guide to Profitable Self-Employment*** and a brown bag lunch on both Saturday sessions.

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## Creating a Marketing Plan that Works for You

### CCI's Marketing Plan Seminar Designed Specifically for Artists

Marketing is key to the development of any business. You know you need to do it but where do you start? Understanding basic fundamentals and creating a marketing plan is the first step. In this workshop, you will begin to explore strategies that will help you identify your audience, develop a media mix and communicate what your work is about. We will cover the planning process and provide you with definitions, concepts, tools and resources that you need to create a marketing plan that meets your needs as an artist.

**Nancy Hytone Leb**, is an arts marketing consultant and is CCI's Director of Training. Nancy develops and presents workshops on marketing concerns for artists and arts organizations. From 2000-2004 she was the Director of Marketing and Development for Playhouse West in Walnut Creek, CA. Her for-profit years were spent in senior account management positions in three of California's largest advertising agencies.

**D. Jean Hester** is the owner of Dive Studios, a recent graduate of California Institute of the Arts, and a multi-media installation artist who has shown her work throughout the United States, Mexico, and Canada. Formerly employed as a programmer for Jet Propulsion Lab, Toyota, and other large corporations located in California, Jean has acquired an extensive body of knowledge about marketing on the web. She is an early graduate of "Business of Art" and has been teaching "Marketing on the Web for Artists and Arts Organizations" for over three years. Recent exhibitions and installations have been included in the inaugural show at LAAA's satellite gallery in Hermosa Beach (juried by Jeremy Strickland); the Aiden Riley Taylor Gallery; the Armory; and the 13th Annual International Symposium of Electronic Art, in San Jose.

**Date:** Saturday, November 10, 2007

**Time:** 10:00 a.m. - 5:00 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$75 (Non Member) / \$60 (BOA/CCI Members) The fee includes a brown bag lunch.

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## Investing in Artists Grant Workshop

In June of 2007, CCI announced the **Investing in Artists** grants program for individual artists throughout California. This program is designed to enhance the working lives and creative environment for California artists by funding tools and market strategies that will allow them to create their best work more consistently, and distribute that work more broadly to new audiences. To support those aims, Investing in Artists provides grants in two categories: 1) Artistic Equipment & Tools; and 2) Presenting and Marketing Work. **Guidelines for the second round of funding will be released November 16, 2007 and completed applications are due January 11, 2008.**

This workshop will provide a general orientation to the **Investing in Artists** grant program application and funding guidelines. The session will include:

- An overview of the application guidelines and criteria.
- A review of the application process and timing.
- Q & A

**Date:** Wednesday, November 28, 2007

**Time:** 7:00 p.m. - 9:00 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** There is no cost to attend this workshop, but registration is limited, so please register early!

For more information and to download guidelines for the **CCI Investing in Artists** grants program go to: <http://www.cciarts.org/funding.htm>.

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### **Tax Tips Specifically for Artists**

This timely three-hour workshop provides important information for anyone who is **self-employed**, but is especially geared towards artists, writers, performers and dancers. Topics to be covered include, but are not limited to: ***Being an employee vs. being self-employed, Having a Hobby vs. Having a Business, How to keep records to protect yourself in case of an audit, The difference between expenses for employees and those for self-employed people, Understanding self-employment taxes, and Taking advantage of various deductions including entertainment, research, automobile and their expenses unique to artists.***

Everyone attending will be provided with a wealth of written information to take with them, including some guidelines on how to keep good records and a listing of current websites that are resources for those in business for themselves. **NOTE: This class does not cover tax issues for non-profit organizations.**

**Stephen Benjamin**, a CPA whose clients include actors, writers, artists and other people in the entertainment industry, will teach this class. Mr. Benjamin is also an entertainer in his own right and makes the workshop fun as well as informative. He even has prizes to give out to some lucky attendees!

**Date:** Wednesday, December 5, 2007

**Time:** 6:00 p.m. - 9:00 p.m.

**Location:** Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

**Cost:** \$30 (Non Member) / \$25 (BOA/CCI Members)

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The Los Angeles County Arts Commission (LACAC) as well as the Department of Cultural Affairs (DCA) generously supports many of CCI's workshops and programs. Grantees of LACAC should contact the CCI office to inquire about grantee discounts.